

IMPLICATIONS OF ENTREPRENEURSHIP AND SIMPLE ACCOUNTING KNOWLEDGE OF ENDEK CRAFTING MSMEs ON ECONOMIC IMPROVEMENT AND PRESERVATION OF BALI CULTURE

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Abstract:

Riches Indonesian culture is abundant and has pushed the development of various products in almost all areas with varied styles. From inheritance, valuable Balinese cultural, cultural, and economic heritage is cloth ended. However, with changing times and styles of modern living, the fabric started to threaten extinction. Study This highlights two main problems in the industry that ended in Bali: lack of Skills in entrepreneurship and knowledge of good accounting, as well as low ability to record finance. The research methods applied are qualitative, focusing on the cause of the decline of the craftsman endek in Klungkung and the efforts of regeneration through interaction with the young generation. Research results show that the potency industry exists in Klungkung. It is hugely important to increase the economy and preserve Balinese culture. However, the lack of participation among the generation has become a challenge. Skills in entrepreneurship and knowledge accountancy were identified as potential solutions for overcoming. Collaboration between the government, local community, and artisans is required to give support, training, and promotion necessary for the industry to keep developing and become an asset important in preserving Balinese culture.

Keywords: Entrepreneurship, Accounting, Productivity, MSMEs

INTRODUCTION

Riches Indonesian culture is abundant and has pushed the development of various types of products in almost all areas with diverse styles. UNESCO has confessed that Indonesian culture is a world heritage and a symbol of Indonesian folklore, which is good in meaning and symbolism. Products Indonesian culture has its distinguishing characteristics from the product culture of other countries. In the development of product culture, Indonesia has a rich and abundant culture, so almost every area owns characteristic typical products in its culture alone. For example, craftspeople in Indonesia have complex and detailed manufacturing techniques and use ingredients naturally derived from the natural environment. In developing my craft hand, I can explore his creativity to produce beauty and uniqueness that cannot be found on the spot (Laksmi et al., 2023). The arts of music and dance in Indonesia also have different characteristics for each area, and they still conserve authenticity from art and develop creativity with a modern touch.

Indonesia is also known for its rich cuisine. Traditionally, it has a distinctive and varied taste, depending on the region's origin. In the development of culinary traditions, every area can develop its creativity and give a modern touch to traditional cuisine. The Indonesian government also has a role in maintaining and developing diverse product culture through various government programs like promoting tourism and exhibitions of art, so rich Indonesian culture remains sustained and becomes a source of pride for all of Indonesian society (Laksmi et al., 2023). Bali is a famous province



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in Indonesia with rich culture and tourism. The sector's fast-growing tourism supports the life economy of the Balinese people. With the growing tourism industry, Balinese people can afford income from various sectors, such as hotels and restaurants, companies' tourism, transportation, and sectors that service others.

Craft famous Balinese hands with beauty and uniqueness, such as carving wood, wicker, cloth ends, and painting. Craft Balinese hands have become a commodity flagship in the international market and an essential source of income for the Balinese people. The local government has to promote products crafted by Balinese hands through various programs, such as exhibition art and promotion tourism, to increase marketing products on the global market.

Endek cloth is one of the inheritances of Balinese culture that has marked historical, cultural, and economic importance for Balinese people. However, along with developments over time and modern living styles, the fabric started to erode its existence and threatened to become extinct. Condition This then became the attention of the government and the people of Bali to try to preserve culture and improve the well-being of the Balinese economy through the regeneration of craftsman weaving endek. The industry ended in Bali, one of the craft traditions that has long existed and developed in Bali.

Endek is a type of cloth Traditional Balinese made with method woven and decorated with a distinctive motif. The industry ended in Bali, which became necessary in the life economy of the Balinese people and became one of the superior commodities exported. Endek, along with traditional Balinese beauty art, has become the part that is not inseparable from life, economy, and culture on the island. However, this industry ended in Bali, facing severe challenges that affected business continuity. One of the main problems faced is the decreasing interest of the public in entering. Most Balinese people today choose a more modern fabric easily discovered and produced in bulk. This led to a decline in requests, impacting artisans' sales, and the income of artisans ended.

Also, deep research conducted by Mahadipa (2022) shows that the primary endek industries in Bali are two of the first: a lack of skills, entrepreneurship, and knowledge about management of sound finances, which makes lots of artisans need help in developing businesses. The second is Still low-ability accountancy in the form of recording simple finance efforts; some significant respondents even Need to understand that bookkeeping is required To track income and expenses. This matter causes financial instability and makes investing in developing businesses challenging.

To overcome the challenge, these steps are concrete and integrated. First, a training and education program is needed to help artisans endek increase Skills in field accounting and management business. This can done through training direct training, workshops and coaching programs organized by the government or non - non-governmental organizations involved in the development industry. Collaboration: Collaboration between the government, educational institutions, and the private sector can also help create a supportive environment for artisans. This includes providing more access to easy-to-source required PowerPower and facilities, such as affordable raw materials, modern equipment production, and sourcing PowerPower from skilled humans.

Promotion and marketing of Balinese endek are also necessary to increase public awareness of its uniqueness and beauty. The government can play an essential role by supporting campaign promotion and allocating a budget to promote Endek Bali locally and internationally.

With these steps, industry endek in Bali is expected to recover and thrive. With increased Skills in entrepreneurship and knowledge management of the finances of the artisans, as well as increased awareness and appreciation of the public to endek Bali, we can see a positive revolution in industry



accurate and systematic recording can cause obscurity in knowing income and expenses for businesses, making it difficult for them to make the right decisions in management finance.

When artisans take complete and detailed notes about transaction business, they need help comprehensively evaluating performance finance. The Possible No can track cash flow, identify trend sales, or evaluate the business's profitability. Lack of understanding about reporting finances can also hinder communication with party outsiders, such as banks or potential investors, who need clear and accurate financial information to make investment decisions.

A lack of understanding of accounting can also negatively impact the ability of artisans to manage tax liabilities and other business operations. With an adequate understanding of regulation taxes and reporting, they may avoid the risk of fines or penalties from the party authorized. Therefore, artisans need the necessary training and education in accounting and management finance. Training can cover basic accounting, recording transactions, preparing report finances, and understanding obligation tax. With the proper knowledge and skills, artisans can increase their ability to manage finance business more efficiently and effectively.

Additionally, software accounting and systems to record appropriate finances for needed business can help artisans better manage and track finances. With the right technology, they can obtain accurate and real-time financial data, which can help them make more decisions, which is Good For the growth and development of business. Thus, through appropriate education and training in field accounting and management finance, craftsman cloth weaving ends can obtain the necessary skills for managing and developing business craft. This will help them overcome their financial challenges and expand their business's potential for success.

Upgrade process economics and conservation culture through socialization and training entrepreneurship and Skills accounting for Micro, Small and Medium Enterprises (MSMEs). Artisans' cloth weaving endek in Klungkung needs support from various parties, including the government, family, and community. The government's role is critical in facilitating and supporting the young in accepting necessary knowledge and skills. They are more effective in managing business craft. Through various training and outreach programs, the government can give artisans access to better understanding of aspects of entrepreneurship and management finance (Saputra et al., 2023).

Apart from the government, the family also holds a role in socialization and training. Family is the place first where the generation starts to accept education foundations and values culture. In this context, parents or family members with knowledge and skills in weaving endek can become agents of adequate socialization for children. They can teach children about technique weaving, management business, and its importance in understanding accountancy for managing finance with good. Apart from family, the community also has a significant role in supporting this process. Friends or neighbors who have the same skills in weave endek can become source inspiration and support for generation young (Saputra et al., 2019). They can invite children to participate in the practice of weaving and give direct guidance about the process. Through social interaction, this young generation can feel joy and satisfaction in creating unique artwork, which increases their interest in the weaving industry.

Collaborative efforts between government, family, and community can create supportive and stimulating environmental growth for artisan MSMEs endek. Training programs organized by the government can be customized to the needs and challenges faced by artisans. The government can also give incentives or help finance to help artisans increase their capacity to manage their businesses. On the other hand, the family can give moral support and motivation to member families



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